

Why Content is Still King in 2020

Richelle Wiseman



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Believe it or not, Bill Gates gave us this now well-known quote, “Content is King,” in a 1996 article. He also said that *“content is where I expect much of the real money will be made on the internet.”*

Now twenty-four years later, “Content is King” is still the mantra of the digital marketing world. In those twenty-four years, digital marketing has exploded with new social media platforms, new advertising streams on those platforms, and the ability to stream videos on them as well. Thanks to GOOGLE, analytics and algorithms play an ever-changing and important role in SEO and every aspect of digital marketing.

For marketers, everything revolves around having a steady stream of quality content.

Meanwhile, other cheeky versions of the quote have emerged since 1996:

“Content is king, but marketing is queen and runs the household.”

GARY VAYNERCHUK

“If content is KING, context is God.”

GARY VAYNERCHUK

“Yes, content is king, but excellence is his queen.”

ONYI ANYADO

“Content is king, but distribution is queen and she wears the pants.”

JONATHAN PERELMAN

The reality is that the internet has become a veritable feeding frenzy of content wars. What that means is that quantity quickly succumbs to quality, which is how it should be. The good content rises to the top and gets the most attention.

So if you are in the marketing space or trying to figure out how to market your company better, you likely know you need to be creating quality content on a consistent basis.

So what exactly does that mean? What are the hallmarks of quality content?

7 Hallmarks of Quality Marketing Content

Here are seven things to look for as you consume marketing content yourself.

- 1. **Headline:**** Which headlines get your attention? What is it about the headline that causes you to stop and read?
- 2. **Photo/Graphic:**** Which pictures, graphics or videos caught your eye? Did you watch the video to the end? Why or why not?
- 3. **Hook:**** The opening sentence or words, did they pull you in?
- 4. **Relevance:**** Did you keep reading because the content was relevant to your life or business? Did you bail because it wasn't?
- 5. **Emotion:**** Did the content strike a chord in you? Fear, identifying, frustration, concern, anxiety? Did it remind you of these feelings then point you to a solution?
- 6. **Story:**** Is there a sense of a story in the content, a customer story or journey. You feel this now, but you could feel this if you do this?
- 7. **Call to Action:**** Of course this is the holy grail of content....does it get people to respond, to act, to phone, to shop, to buy?

As someone who creates content for a living, I am keenly aware of all of these hallmarks and seek to incorporate them into the marketing content I create. *The reason Content is STILL King, is that some things never change.*

When you think about it, Content is STILL King because we have so many more ways of getting content out to potential customers and clients. We haven't lost the traditional ways – print, billboards, television and radio. We just keep adding new distribution channels and opportunities.

The issue now is, how do you keep your marketing pipeline full of consistent quality content?

You need to find a content writer who is capable of creating it for you.

Have you tried Fiverr? How did that go? From the “you get what you pay for” files, you might not have been 100% happy with the writing quality.

Have you worked with an agency? Have you tried local freelancers?

I have over twenty years of experience creating content, first for print journalism, then television and film, and finally, for the internet. I know that the demand for quality content is relentless, and that marketers need to find reliable, skilled writers for their marketing strategies to work.

So buckle up. The content Tsunami will continue to head to a computer near you. And if you're looking for a content writer who works hard to achieve these 7 hallmarks, give me a call.

Long live the King!

Richelle Wiseman, Inscope Communications
Because the right words matter.

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communications 

At Inscope Communications, we believe in the power of the right words to tell a story, to sell a service or product, to compel, educate, inspire, provoke, intrigue. To pique curiosity. Richelle is a translator. She is a writer, wordsmith, content creator, journalist, and communications consultant. But what she actually does is translate ideas into the right words. She listens, questions, probes and then translates her clients' messages into the words their audiences will hear, understand, and remember. She translates ideas, concepts, emotions, and technical problems, into words that bring clarity and action. She is a storyteller. From our early childhood throughout our entire lives, stories compel, intrigue, teach, motivate, move and devastate us. Richelle writes news stories and feature articles, corporate stories, personal stories, event stories, and fictional ones which are laced with truth. She is a freelance journalist, researcher and writer with news, op-eds and feature articles published in major media outlets including the Calgary Herald, Hamilton Spectator, Troy Media, Alberta Oil Magazine, Saskatchewan Woman, Law Now, Journal of Communications, and others. Richelle has excellent research, interviewing and writing skills which she uses for writing marketing tools, feature articles, and for market research.